

Thai League 3 - North - Chiangmai vs Phitsanulok

DATE: Sunday, January 25, 2026
LOCATION: Phitsanulok, TH

Event Description

Thai League 3 - North - Chiangmai vs Phitsanulok is a premier sports event in Phitsanulok. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: sports

Importance Rank: 58/100

Expected Attendance: 2,378 people

Event ID: CN7G9Wg984DrTw9cVJ

Hotel Demand Indicators

ADR Impact Index: 6.4x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 951 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.